GOVERNMENT OF INDIA
SCIENCE AND TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:690
ANSWERED ON:28.07.2006
ACHIEVEMENT IN SCIENCE AND TECHNOLOGY .
Ahir Shri Hansraj Gangaram

Will the Minister of SCIENCE AND TECHNOLOGY be pleased to state:

(a) Whether the Government has decided to publicise their achievements in the field of science and technology through television and films;

(b) If so, the details thereof;

(c) Whether National Geographic International has been entrusted with the aforesaid responsibility by the Government; and

(d) If so, the reasons for not entrusting the said responsibility to the domestic channels and the film producers?

Answer

MINISTER OF SCIENCE AND TECHNOLOGY AND MINISTER OF EARTH SCIENCES (KAPIL SIBAL)

(a) & (b): Yes, Sir. Accredited science film makers have been selected to produce short films to publicise achievements in the field of science and technology. These are being telecast through television on domestic channels.

(c) & (d): The National Geographical channel has been selected for one campaign to highlight accomplishments of Indian Science and Technology. 15 short films and one long film of 45 minutes duration will be telecast as part of this campaign. The channel is run by the National Geographic Society which is the world`s largest non-profit science and educational organization with a mission to disseminate scientific knowledge. This platform will position India`s strengths in Science and Technology on the world stage. Several other campaigns by the Ministry are telecast on Doordarshan and its network of regional stations.